



Case GORE BIKE WEAR™  
und GORE RUNNING WEAR™

Winners must look different

## The challenge

GORE BIKE WEAR™ and GORE RUNNING WEAR™, are collections of W.L. Gore & Associates, manufacturers of GORE-TEX® and WINDSTOPPER®. The target group consists of two groups of amateur athletes – the enthusiasts as opinion leaders and the ambitious as their imitators. Communication for these two groups of athletes always looks the same. It shows the product in real-life use.

## The strategy

Technological leadership gives GORE BIKE WEAR™ and GORE RUNNING WEAR™ the competitive edge. And thus must be the focus of communication.

## The idea

The campaign for GORE BIKE WEAR™ and GORE RUNNING WEAR™ shows the product being worn by the athlete – although in the studio. Perfectly lighted. So as to perfectly render the technical precision of the product. And always in the self-confident tonality of a winner.

## The success

GORE BIKE WEAR™ has become the most successful brand in its segment. GORE RUNNING WEAR™ is now at the strongly contested top in the areas for enthusiasts and for the ambitious, together with brands like Nike or Adidas.

**GORE**  
BIKE · WEAR

Jacke: Fusion Plus Lady  
Material: WINDSTOPPER® Skin  
Schneid: feminin + ergonomisch  
100% 70-winddicht  
extrem atmungsaktiv  
wasserabweisend  
[www.windstopper.com](http://www.windstopper.com)

: Wahrscheinlich bin ich eine schlechte Verliererin.  
Leider werde ich es nie erfahren.

WIND STOPPER  
GORE

Feuer & Design AG

### Adverts



# The services



Testkit



Packaging



Adverts in the SAZ



Big prints



Adverts in the Sport Scheck catalogue

